

METHOD AND APPARATUS FOR PROVIDING AUDIO ADVERTISEMENTS IN A COMPUTER NETWORK

ABSTRACT OF THE DISCLOSURE

5 A method and apparatus for providing audio advertisements in a computer
network enables Web sites to deliver audio advertisements that cannot be bypassed by
a visitor. More particularly, an advertising or sponsoring Web site receives a request
from at least one user for delivery of a user-selected Web page associated with the
Web site. The Web site selects at least one audio advertisement from a plurality of
audio advertisements for delivery to the user in conjunction with the user-selected Web
10 page. The Web site then delivers the audio advertisement to the user via the network in
a format that precludes the user from controlling the manner of playback of the audio
advertisement.

For review only